

## 2004 Governor's Conference Just Around the Corner

In less than two months, the 2004 Governor's Conference on Tourism will be rockin' and rollin' in downtown Memphis.



▲ *Memphis is the host city for the 2004 Governor's Conference on Tourism in September.*

This year's conference, taking place at the Peabody Hotel from September 14th-16th, promises to be the best yet. Early registration is already occurring online at [www.tntourismroundtable.com](http://www.tntourismroundtable.com).

This year's conference theme, "Tourism Rocks!," recognizes the 50th Anniversary of Rock 'n' Roll and promises plenty of energy, entertainment and education. The conference is being planned by the staff of the Tennessee Tourism Roundtable, the Memphis CVB, the department's marketing director Shannon Meldon-Corney, sales director Lee Curtis, and other tourism department staff.

Educational sessions will cover a range of timely issues to appeal to all attendees. The topics include:

- Marketing on a Shoestring
- Festivals and Events, Sponsorship, Inc.
- International Traveler in a Post 9-11 World
- How to Keep Customers For Life
- You and Your Tourism Organization in a Continuum
- Marketing to the Changing Face of Tennessee
- Crisis Management

- Working with the TDTD News Bureau
- Tourist Styles and Shopping Behavior in Tennessee

Other highlights will include: the March of the Ducks with Honorary Duck Master, Commissioner Susan Whitaker; our opening reception at the Memphis Zoo; guest speaker, Ed Barlow, futurist; the Governor's Conference inaugural awards luncheon; Governor Phil Bredesen's keynote address; Certified Tennessee Tourism Professionals presentations; a special reception for exhibitors, and the Tennessee Tourism Roundtable Annual Meeting.

Although education is the main aim, you'll find plenty of time to network, visit exhibitors and explore Memphis' many treasures. Register today, and join us for a great learning experience, loads of networking and a rockin' good time.

For a complete schedule, visit

<https://www.tntourismroundtable.com/registration.htm> and look for the box that reads: Explore a detailed schedule of conference events! ■



▲ *The daily march of the ducks is a signature event at the Peabody Hotel in Memphis. Commissioner Whitaker will serve as Honorary Duck Master on Tuesday evening, Sept. 15.*

## Marketing Co-Op Funds Available

The Department of Tourist Development is pleased to announce the marketing co-op funds program will be made available again during the state's 2004-2005 fiscal year to convention and visitors bureaus, chambers of commerce, local city and county governments, municipalities, community development organizations and other non-profit entities considered "official tourism organizations."

Individual attractions or festivals are not eligible to apply for funds. Projects should be new and

innovative and have an economic impact for the community. Projects funded will be a 50-50 match with requirements including:

- Marketing plan for the proposed project
- Distribution channel(s)
- Tracking mechanism(s)
- Projected return on investment
- Anticipated date of completion
- Documentation of organization's commitment to at least 50% financial participation
- Legal statement of non-profit status

Applications for projects must be received no later than July 31, 2004. Co-op funds will be awarded by August 31, 2004, and each applicant will be officially notified of the award status in writing.

If you have questions about qualifying for a project or need specific clarification relating to your project, please contact Shannon Meldon-Corney, director of marketing at (615) 741-2288 or Dianne Murray, marketing coordinator, at 615-741-9000. ■

## Regional Reports

### **New Attraction for Giles County Opening in August**

*Derrick Smith, Middle Tennessee*

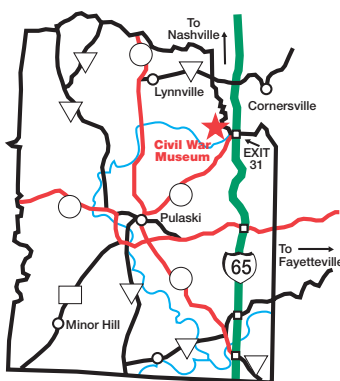
In August, Don and Bennita Rouleau will open a Civil War Museum in the Lairdland Farmhouse located in Giles County on Blackburn Hollow Road, two miles from Exit 31, off I-65. The museum is the result of years of collecting by Don, and exhibits include soldiers' and women's personal artifacts, a variety of weapons, and historical papers relating to the War Between the States.

The 1831 house is on the builder's original Revolutionary War grant property, and the Rouleau's plan to use their restored home and grounds for garden weddings, special events and group receptions.

To book events and tours, call (931) 363-2205. There will be a small admission charge to the museum. Expect to hear more about this property in the department's "What's New for 2005" in November of this year.



▲ *The Jacob Building in Knoxville's Chilhowee Park is opened with a ribbon-cutting that included Mayor Haslam and a crowd of city, county and tourism officials after a six-month renovation.*



▲ *Giles County Map*

### **Chilhowee Park Facility Reopened**

Knoxville Mayor Bill Haslam and other city and tourism officials reopened Chilhowee Park's Jacob Building, a public recreation facility owned and operated by the City of Knoxville.

The Jacob Building is a two-story exhibition hall suitable for trade shows, meetings, performances, and more with 36,600 square feet of unobstructed floor space on the main level and 20,500 square feet on the balcony, following a \$2.6 million renovation.



## *Regional Reports*

### ***New Quarters for the Knoxville Tourism & Sports Corporation***

*Nicky Reynolds, East Tennessee*



▲ *One Vision Plaza now houses the  
Knoxville Tourism & Sports Corporation.*

One Vision Plaza opened on June 30th as the new offices of the Knoxville Tourism and Sports Corporation. The building is located at 301 South Gay Street, one block from the city's historic shopping and entertainment district. The opening

street party, hosted by radio station WDVX, featured performances by Robinella and the CC String Band, R.B. Morris, Todd Stead and the Knoxville Bluegrass Band.

### ***How Can AgriTourism Work for You?***

*Ramay Winchester, West Tennessee*

Starting a new enterprise or managing your farming operation differently are both serious undertakings.

Before making such changes, you should evaluate the production, management and marketing issues surrounding your new direction. Area Farm Management Specialists with the University of Tennessee Agricultural Extension Service, working with County Extension Agents, are prepared to help you decide if agri-tourism is right for you or help with your existing agri-tourism operation. This team of "First Responders" can help you analyze the

whole-farm impact of a new agri-tourism enterprise and help you assess the market potential for agri-tourism products and services in your area. They can also acquaint you with self-assessment tools to examine the suitability of your resources in developing agri-tourism attractions.

▼ *Apple orchard tours and farm produce stands like this one, draw tourists as well as residents.*



### ***"First Responders" for AgriTourism Named***

Each of the three grand regions of Tennessee has a "First Responder" who can assist farmers in identifying ways to market their business to the traveling public and put them in touch with other experts who can assist them in a variety of issues:

#### **West**

Chuck Danehower  
Lauderdale County  
UT Agricultural Extension Service  
P.O. Box 27  
Ripley, TN 38063-0027  
Phone: (731) 635-9551  
Email: [cdandhow@utk.edu](mailto:cdandhow@utk.edu)

#### **Middle**

Jerri Lynn Sims  
Montgomery County  
UT Agricultural Extension Service  
1030A Cumberland Heights Road  
Clarksville, TN 37040-6901  
Phone: (931) 648-5725  
Email: [jsims4@utk.edu](mailto:jsims4@utk.edu)

Alan Galloway  
Putnam County  
UT Agricultural Extension Service  
900 South Walnut, Room 4  
Cookeville, TN 38501  
Phone: (931) 526-4561  
Email: [agallow2@utk.edu](mailto:agallow2@utk.edu)

#### **East**

Alice Rhea  
Blount County  
UT Agricultural Extension Service  
219 Court Street  
Maryville, TN 37804-5917  
Phone: (865) 982-6430  
or (865) 982-5250  
Email: [arhea@utk.edu](mailto:arhea@utk.edu)

The first responders can inform you about farm safety, liability insurance and risk management, entrepreneurship, working with people, business and tax issues, traffic flow and control, customer service and many other issues. Whether you are considering agri-tourism or are already an agri-tourism operator, contact your "First Responder" today. ■

## Sales Report/Lee Curtis

### Attracting the German Market

On July 6, Elizabeth Powell, a tourism industry specialist with the U.S. Embassy in Germany was in Nashville to host a workshop entitled, "Packaging Tennessee Travel and Tourism for the German market." This seminar, sponsored by the U.S. Department of Commerce, was held at the Nashville Chamber of Commerce.

Every year nearly 1.2 million Germans visit the U.S., and over half are tourists staying an average of 17-18 days and spending \$90.00 a day. They are very interested in the history and culture of the South; therefore attracting these international consumers to your destination is another important piece of your tourism economic pie.

For handout materials or details regarding Ms. Powell's informative session, contact Lee Curtis at 615-741-9045 or [Lee.Curtis@state.tn.us](mailto:Lee.Curtis@state.tn.us). ■

### Register for NTA 2004 in Canada

Online registration is open for the National Tour Association's 2004 annual meeting to be held in Toronto, Canada on November 12 – 16. This year features more networking opportunities, strong international participation and fantastic resources.



Join us at this exciting event and be part of the Tennessee hosted dinner on Monday, November 15th for our state's industry members and tour operators who will attend this popular marketplace. Contact Lee Curtis for more information at 615-741-9045 or at [Lee.Curtis@state.tn.us](mailto:Lee.Curtis@state.tn.us). ■

### Road Show and AAA Tour in the Works

Our sales division is very excited about partnering with industry friends for two very exciting tours coming up in July and September.



to fans in a national tour. Starting in July, the road show will be in Missouri, Iowa, Ohio, West Virginia, New York, Michigan, California and Arizona. For a complete schedule visit .

September 25 through October 2, the department will co-sponsor a Nashville/Chattanooga/Smoky Mountain AAA Fam with CVBs, tourism organizations and attractions in Middle and East Tennessee. Invitations go out this summer to AAA operators across the nation for the fall trip which is expected to have major impact for future travel to Tennessee. ■



## SHOWCASE '05 in Memphis

As mentioned in last month's newsletter, Travel South USA's SHOWCASE '05 is coming to Tennessee. This is an exciting opportunity for Tennessee to host this prestigious trade show February 12-16 in Memphis. Travel South USA is in the process of updating their list of tour operators, and we all want the best buyers in Memphis in February, 2005. If you have any tour operators to invite to SHOWCASE, send the information to Lee Curtis via [Lee.Curtis@state.tn.us](mailto:Lee.Curtis@state.tn.us). Lee will forward their names and addresses to Travel South. ■



Memphis, Tennessee  
February 12-16, 2005

## News Bureau Launches to Media at Tri-State Press Convention

The Tennessee Tourism News Bureau captured the attention of some 500 working members of the press in attendance of the first ever Tri-State Press Convention for media from Tennessee, Mississippi and Arkansas.

Held at the Peabody Hotel in Memphis July 8-10, the convention drew an impressive list of editors, publishers and writers from all corners of the three states who sought journalism education, networking opportunities and the popular trade show marketplace forum.

Assistant commissioner Phyllis Qualls-Brooks, communications director Mark Thien, and regional public relations managers Nicky Reynolds and Derrick Smith all presented overviews of the news bureau and information packets to visitors to the trade show marketplace. ■



▲ *Ramay Winchester and Sam the Sham at a recent Memphis reception at the Stax Rock 'n' Soul Museum.*

## Tennessee Tourism Included in ECD's Three-Star Program

The Department of Economic and Community Development has included the Tennessee Tourism News Bureau as part of its Three-Star program. The program is designed to assist both urban and rural communities in developing strategic economic and community development plans that help them meet the needs and challenges of an ever-changing economic environment.

Counties are required to meet basic criteria for consideration, then they must complete a three-level certification process that has required and optional activities. One of the optional activities includes submission of materials to the Tennessee Tourism News Bureau at least five times in one calendar year. By participating in this process the community earns points to achieve certification.

The news bureau accepts tourism-related story ideas from all 95 counties for distribution to media outlets locally, regionally, nationally and internationally. ■

## Ramay Winchester Moves to ECD To Work With Main Street Program

Ramay Winchester, the Department's marketing and public relations manager for West Tennessee, has accepted the position of economic development specialist with the Department of Economic and Community Development effective July 16th.

In her new position, Ramay draws from her seven years of service with the Department of Tourist Development, plus several years of experience as a chamber of commerce executive.

"I have certainly enjoyed working for the Dept. of Tourist Development, learning from pros such as Lee Curtis and Agnes Gorham, and feel members in the tourism industry and my fellow state workers will continue to be important partners as we all work together for Tennessee," Ramay said.

Phyllis Qualls Brooks, assistant commissioner of marketing for the Department of Tourist Development, said Ramay has been a tremendous asset to the tourism department.

"I am certain the entire industry joins me in wishing her the very best in her new career," Qualls-Brooks said. ■



## On the Scene in Tennessee



▲ Commissioner Whitaker spoke recently to the Tennessee Municipal League in Chattanooga. She is pictured here with Robert Pettway, vice president of marketing for the Chattanooga CVB; Lee Curtis, Tennessee Department of Tourist Development; and Bob Corker, Mayor of Chattanooga

Commissioner Whitaker and staff continue to visit tourism industry sites, including the following tours and public events:

Location	Event or tour
Giles County	Chamber of Commerce & Tourism Tour & Reception, Pulaski, Pleasant Run Walkway, Eco-Trail and Trail of Tears Memorial Walkway (Commissioner Whitaker and staff)
Millington	Chamber of Commerce Luncheon (Commissioner Whitaker)
Benton County	Camden Chamber of Commerce tour, including the Tennessee Freshwater Pearl Farm and Museum (Commissioner Whitaker and staff)
Memphis	Memphis Zoo Behind-the-Scenes Tour (Commissioner Whitaker)
Sevier County	Ribbon Cutting for New Welcome Center (Commissioner Whitaker)
Roan County	Tour of Roane County (Commissioner Whitaker)
Lenoir City	Fort Loudon State Park (Nicky Reynolds)
Venoir	Sequoyah Birthplace Museum (Nicky Reynolds)
Philadelphia	Sweetwater Valley Farm (Nicky Reynolds)
Athens	Mayfield Dairy Visitors Center (Nicky Reynolds)
Cleveland	Driving tour of the county, museum center at Five -
Bradley County	Points, Apple Valley Orchard, and Red Clay State Historic Area (Nicky Reynolds)
Nashville	Jefferson Street Jazz and Blues Festival, Frontier Airlines Grand Opening,
Nashville	International Airport, Smithsonian American Museum Quilt Exhibition at The Hermitage (Derrick Smith)
Bell Buckle	RC Cola-MoonPie Festival (Mark Thien, Derrick Smith)
Cookeville	Upper Cumberland Tourism Association Summer Soiree' Fund-raiser (Derrick Smith)

### In Benton County

▼ Standing on a Kentucky Lake-Tennessee River boat launch are (L to R) Eliza Brunson, department legislative liaison; Butch Borchert, state representative; Susan Whitaker, tourism commissioner; Robert Latendresse, owner of America's Rivers & Trails Guide Service; Bill Kee, executive director of the Benton County/Camden chamber; Phyllis Qualls-Brooks, department assistant commissioner of marketing; and Shannon Meldon-Corney, department marketing director.



### In Giles County

▼ Commissioner Whitaker, with Anne Story, Giles County chamber executive director, and Diana Steelman, county tourism coordinator, pose beside one of seven tom turkey statues placed throughout the county to promote the area's natural assets.



### More from Giles County

▼ Commissioner Whitaker met Dan Speer, Mayor of Pulaski; Charles Graves, Mayor of Lynnville; and C.L. Hastings, Mayor of Minor Hill, at the Chamber reception.



## Register Now for STS Marketing College *Deadline is July 28th!*

The Southeast Tourism Society (STS) 12th Annual Marketing College, is slated for August 1-6 in Dahlonega, Georgia at the North Georgia College and State University campus. Registration is limited; the deadline is July 28th.

The STS Marketing College offers the very best in courses with real-world knowledge and experience, one-of-a-kind networking opportunities and certification as a Travel Marketing Professional (TMP) for members of the southeast tourism industry. Graduates of the three-year curriculum are awarded certificates at the STS Annual Spring Meeting. Certificates for the Third Year Class will be presented by STS on March 19-22, 2005 in Mississippi.

The department is sponsoring the following individuals for the August course:

- Susan Goldblatt  
Executive Director, Southeast Development District
- Mary Beth Hopper  
Executive Director, Southwest Tourism Association
- Nicky Reynolds  
East Tennessee Regional Marketing & Pr Director,  
Department of Tourism
- Derrick Smith  
Middle Tennessee Regional Marketing & PR Director,  
Department of Tourism
- Sheree Taylor  
Executive Director, South Central Tourism Association

Go online today at

[http://www.southeasttourism.org/marketing\\_college.asp](http://www.southeasttourism.org/marketing_college.asp) and click on the Marketing College link to complete your registration. ■

### Tourism E-News

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Send your comments and suggestions to Lorene Lambert at (615)741-9025 or [Lorene.Lambert@state.tn.us](mailto:Lorene.Lambert@state.tn.us). We welcome your input as we work together to make Tennessee center stage!

